Behind The Scenes:
Media Campaign
for the CBS and 2022 Census

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Timeline

2019
- Brief

2019
- Focus Groups

2020-2021
- Strategy

2021
- Creative

2022
- Productions

2022
- On Air

Partners

CBS Management

Census and Field Work Department

Surveys Department

Demographic and Census Department

Policy, Planning and Budgeting Department

Other Departments

Dissemination and Communication Department
CBS AND 2022 CENSUS

General Background

GOALS

CHALLENGES

BARRIERS

2019

Brief

Focus Groups

2020-2021

Strategy

2021

Creative

2022

Productions

2022

On Air

On Air Productions

Creative Focus Groups

Strategy

2019
Starting Point Analysis
Culturally Different Population Groups
(Gender, Age, Region)

Conclusion of the Study
The information about the CBS among the interviewees was insufficient.
There was no one who knew how to give an in-depth explanation about the CBS activities.
There was no strong connection between CBS activities and the Census.
Two Phases Strategy

**Phase 1**

**Strategic messages**
Data is the new gold
It is impossible to exist without data
Data affects the quality of life

**Phase 2**

**Strategic messages**
We need your cooperation
If you don't tell - how will we know in order to improve?
The Chosen Alternative

Data is A-B-C for Every Decision in Life
Data Creates Quality of Life
Principles
- All media platforms
- Several waves of advertising
- “one minute to 20:00” (primetime)

Adaption to different target groups such as ultra-Orthodox and Arabs and also to foreign languages speakers such as Russian
On Air Productions
Creative Focus Groups
Strategy Brief
Website
Press Release
Conclusions

- The campaign reached the target audiences
- The campaign created awareness to the CBS activities
- The campaign helped to create a current and relevant image for the CBS
- The campaign assisted to surveys and the Census recovery rates
- The campaign emphasized the need for advertising on a regular basis
Thank You!

Data is A-B-C for Every Decision in Life
Data Creates Quality of life